



International Perspective

A Quarterly Publication of the City of San Antonio, Texas
International Affairs Department

Monterrey Set to Host Trilateral Technology Conference • Sept. 24 & 25

In 2001, the cities of Monterrey, Mexico; Calgary, Canada and San Antonio joined forces to establish the Trilateral Technology Conference. The annual conference is a cooperative effort designed to broaden trilateral technology business opportunities, share business strategies and learn what has worked for other companies already growing through north-south trade.

This year's conference, "**North American Integration: Technology, Trade & Security in an Uncertain Global Environment**" to be held in Monterrey, **September 24 & 25**, will be the third in this rotating series dedicated to technological innovation

and advancement among the three NAFTA partners.

The conference has also joined forces with the North American International Trade Corridor Partnership (NAITCP). The mayors of all three cities, including Mayor Ed Garza, will participate in the IX NAITCP Summit of Mayors.

Registration: Free Trade Alliance San Antonio is offering a trade mission package to attend the conference which includes conference fee, round trip airfare and lodging for \$800. Contact the Alliance at (210) 229-9036.

You may also register on-line at : www.nafta2020.com/register.html.

EVENT TOPICS

- Life Sciences - Research and Commercialization Cooperation
- Intelligent Transportation Systems
- Regional Energy Strategies for Sustainable Growth
- Smart Borders: Secure and Efficient Movement of People and Goods
- Public Policies to Foster High-Tech Job Creation
- Public-Private Partnerships for Infrastructure Development & NAFTA Competitiveness

Inside this issue:

Orientation Program for Japanese Executives & Families	2
Parks and Recreation Manager Keynote Speaker at Japan Festival	2
President of Spain in San Antonio (continued)	2
Join Us for <i>Fiestas de Octubre</i> in Guadalajara, Mexico	3
Latino Bookstore Opens in NW San Antonio	3
Cultural Corner: Alliance Francaise	3
International Business Websites	4

President of Spain in San Antonio

The President of the Government of Spain, **Jose Maria Aznar Lopez** visited San Antonio on **July 12th & 13th**. His two-day visit here was part of a longer trip made to the Americas to recognize select Hispanic communities in El Salvador, California, New Mexico, and Texas. At his final stop in Austin, President Aznar addressed this year's National Council of La Raza (NCLR) convention.

During his stay in the Alamo City, the President was accompanied by a group of 80 delegates and members of the presidential press corps. Their itinerary included visits to the San Antonio Museum of Art, San Fernando Cathedral, UTSA - Downtown Campus, and a gala dinner at the Institute of Texan Cultures. On

Sunday morning, the President and his delegation enjoyed breakfast aboard a river cruiser and a tour and mass at Mission San Jo se.

During President Aznar's speech at the Institute of Texan Cultures, he reinforced Spain's support for the US



Spanish President Jose Maria Aznar (center) seen here touring Mission San Jose . The President later stayed to attend mass at the historic mission

(Continued on page 2)



Orientation Program For Japanese Executives & Families

Imagine being sent on your first corporate assignment from Japan to the United States.

Faced with a totally new culture and life-style, one thing is certain: you and your family will be unable to avoid Japanese society's most dreaded dilemma — not knowing what to do! How would you find a home? How do you purchase a car, obtain telephone service or otherwise establish credit without a social security number? Would your children fall behind in their Japanese studies? How do you locate a family physician? Where can one buy a Japanese newspaper?

In the same position during the advent of the Japanese auto industry in America, senior members of the powerful Japan Business Federation's Council for Better Corporate Citizenship (CBCC) advise San Antonio on anticipating the needs of Toyota families.

tonio on anticipating the needs of Toyota families.

ようこそ

The City of San Antonio International Affairs Department and local civic leaders are developing a new orientation program for Japanese families that promises a shared cultural experience for the entire community. San Antonio already has a growing inventory of Japanese culture. Our own authentic Japanese Garden or *Kumamoto-En* at the Botanical Gardens is ranked the best of its kind in the US and the San Antonio Museum of Art is constructing an exciting Japanese Wing with its own authentic Tea Room.

entation program for Japanese families that promises a shared cultural experience for the entire community. San Antonio already has a growing inventory of Japanese culture. Our own authentic Japanese Garden or *Kumamoto-En* at the Botanical Gardens is ranked the best of its kind in the US and the San Antonio Museum of Art is constructing an exciting Japanese Wing with its own authentic Tea Room.

Central to a Japanese family's concerns abroad is a *Hoshuko* or Japanese Supplemental School that makes it possible for children to re-integrate with classmates once they return to Japan. While living in the

United States they continue their studies using a curriculum approved and funded by the Japanese Ministry of Education through its local consulate. After exhausting drives back and forth each Saturday to attend Houston's school, local executives formed the Japanese Companies Association and established San Antonio's *Hoshuko* as a not-for-profit in 2000. Classes meet every Saturday at the United Unitarian Church offering Pre-K through 8th grade to Japanese children, with additional Japanese language classes for non-Japanese students.

A key incentive in other large US cities with existing Japanese business, San Antonio strives to create a comprehensive initiative that sends a clear message to potential Japanese corporations, investors and tourists that San Antonio has done its homework and is ready to welcome our new Japanese residents.

Parks and Recreation Manager Invited as Keynote Speaker for River Festival in Japan

Richard Hurd, River Operations Manager for the City of San Antonio Parks and Recreation Department, has been selected as the keynote speaker for this year's "River Festival" in Toyama, Japan - September 19-23.

Toyama City, the capital of Toyama Prefecture is located on North Central Honshu Island facing Toyama Bay. The city, with a population of approximately 322,000, is an administrative, commercial, and cultural center for the surrounding rice-growing region.

This year Toyama celebrates the 100th anniversary of the reconstruction of the Jinzu River — a river they are eager to develop using the model of San Antonio's popular River Walk. Since 1997, delegates from Toyama have visited San Antonio three times to research and investigate our city's very successful river front development. In fact, there are two more trips to San Antonio planned for this fall — in October, a group from the Toyama Chamber of Commerce will visit, and in November, we will welcome the Mayor and several city council members from the Japanese city.

The festival which includes an "International Forum on River and Town Building" will examine many issues that have faced San Antonio's River Walk over the years: flood control, planned development, public usage, design and maintenance.



Richard Hurd

President of Spain in San Antonio

(Continued from page 1)

efforts in Iraq and further commented on how the two countries must continue to collaborate both politically and economically. His most important message however, was geared toward what he called "the Hispanic Factor" in the United States -- the proliferation of Hispanic culture and language, through a growing presence of Hispanics in the United States.

The US Hispanic population, which is estimated to reach 43.7 million or 14.6% of the nation's total population by 2010, is already considered by some to be our country's largest minority group. ¹

Spain also recognizes that this segment of the US population is a potential economic ally for them -- US Hispanic buying power continues to rise, with consumer spending reaching \$531 billion in 2002. ²

A delegation from San Antonio plans to visit Spain to explore business opportunities and study areas of collaboration some time next year.

¹http://www.directresponsource.com/html/hispanic_market.html

²http://www.hispanic.bz/outlook_on_us_hispanic_market.htm *Hispanic Magazine*, "Comprehensive Outlook on US Hispanic Market", May 12, 2003

Join Us for *Fiestas de Octubre* in Guadalajara, Oct 14-18

YOU ARE INVITED! Be a part of the official San Antonio Sister Cities delegation as we travel to Guadalajara to celebrate **Fiestas de Octubre** along with international and US representatives and dignitaries that have been invited as special guests of Mayor Fernando Garza Martínez, and the City of Guadalajara.

Fiestas de Octubre (Octoberfest) in Guadalajara draws thousands of participants from around the world during the



enormous month-long event which includes more than 300 special art exhibits, craft displays, parades, musical, religious, agricultural, carnival and sports events promoting tourism, industry and entertainment. The event is Guadalajara's official city celebration, similar to our own *Fiesta San Antonio*.

The City of San Antonio and Guadalajara have enjoyed a Sister City relationship for the past 37 years. As a member of the San Antonio Sister

Cities delegation you will be a part of special activities such as a welcome reception/dinner with the Mayor of Guadalajara, meetings with key civic and political leaders, VIP seating for performances, tour of the Jose Cuervo Tequila hacienda and distillery, cultural tours and a gala dinner.

Arrangements have been made for special airfare and group hotel rates.

For flight reservations, call Lisa Barnebey at Alamo Travel & Tours at (210) 593-0084. [Code: "Fiestas de Octubre" Group]

For lodging, call Cynthia Silva at (210) 207-8190.

Latino Bookstore Opens in NW San Antonio

Valenzuela's Latino Bookstore, opened its doors in mid-July, offering new options for Spanish language readers. The store is located at Northpoint Center, 4535 Fredericksburg Rd., Suite 115, across the street from Crossroads Mall.

The shop will carry over 500 titles of Latino authors, and Spanish translated titles of popular books. There is also a bilingual children's book section, magazines, bilingual greeting cards, calendars and gifts.

Store hours are:
Mon-Sat 10 am- 8 pm
Sun 11 am-7 pm

For more information, contact Valenzuela's Latino Bookstore at (210) 732-2229.

Cultural Corner

The **Alliance Francaise de San Antonio** is a chapter of the International *Alliance Francaise* which was established in Paris in 1883. In keeping with the objectives of the international organization, the San Antonio chapter strives to further the knowledge of the French culture and language with an emphasis on fostering friendly relations between the American and French Communities.

Among the ongoing activities sponsored by the *Alliance Francaise de San Antonio*, are:

- Year-round French language classes taught by French natives
- Celebrations of the main French holidays (Epiphany, Mardi-Gras, Bastille Day and Noel), and the arrival of the Beaujolais Nouveau in November.
- Participation in Fiesta activities with food booths at NIOSA and the King William Fair.

- Cultural presentations available throughout the year for members and the community at large.
- Public outreach at local schools and museums.
- Monthly showings of French movies with subtitles.
- Weekly French conversation groups.

The group's goal is to continue providing scholarships for area students of French classes and to eventually acquire a permanent home and meeting place for the organization. To help in this endeavor, the *Alliance Francaise* welcomes business sponsors and benefactors.



L'ALLIANCE FRANCAISE de SAN ANTONIO

P.O. Box 780171
San Antonio, TX 78278
(210) 828-3080
afdesanantonio@sbcglobal.net

INTERNATIONAL BUSINESS WEBSITES

Country Background Information

CIA World Fact book
www.odci.gov/cia/publications/factbook/index.html

Country Studies: Area Handbook Series
www.lcweb2.loc.gov/frd/cs/cshome.html

Web of Culture www.webofculture.com/

Country Commercial Guides
www.state.gov/e/eb/rls/rpts/ccg/

Country Indicators for Foreign Policy
www.carleton.ca/cifp/

Organization for Economic Cooperation and Development (OECD) www.oecd.org/

Price Waterhouse/Coopers Global
www.pw.com/

Lex Mundi 's Doing Business in...
www.lexmundi.org/publications/guides.html

Currency Converters

OANDA Currency Converter www.oanda.com/

Universal Currency Converter www.xe.net/ucc/

Export-Import Information

Trade and Economy Data Analysis (ITA)
www.ita.doc.gov/td/industry/otea/

Bureau of Export Administration – US
www.bxa.doc.gov/

Importing into the United States
www.customs.ustreas.gov/imp-exp2/pubform/import/

USATrade.gov www.usatrade.gov/website/

International Trade Import-Export Portal
www.fita.org/index.htm

Interactive Tariff and Trade Data
www.dataweb.usitc.gov/



THE CITY OF SAN ANTONIO
INTERNATIONAL AFFAIRS DEPARTMENT

203 S. ST. MARY'S, STE 360
SAN ANTONIO, TEXAS 78205

Visit Us on the Web:
www.sanantonio.gov/iad

